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ADVERTISING AND MEDIA

The Effects of Length, Content, and Repetition on Television Commercial Effectiveness, SURENDRA N. SINGH and CATHERINE A. COLE, February 1993, 91–104.

Many advertisers have argued that 15-second television commercials (:15s) should be used only to reinforce effects created by longer commercials. However, this recommendation is based on studies that have several weaknesses, including use of single exposure levels, established commercials, and learning as the primary dependent variable. The authors report the findings of a laboratory experiment in which they compared the effectiveness of :15s and :30s by using novel commercials with different message appeals (informational vs. emotional), exposing subjects multiple times, and employing multiple dependent variables. They find that informational :15s are as effective as informational :30s in several situations and can be used as stand-alone units. They also show that emotional :30s are superior to emotional :15s in influencing a viewer's learning of brand name and attitude. The reasons for and the implications of these findings are considered.

Integrating Information From Advertising and Trial: Processes and Effects on Consumer Response to Product Information, ROBERT E. SMITH, May 1993, 204–19.
See "Consumer Behavior"

A Two-Factor Explanation of Assimilation and Contrast Effects, JOAN MEYERS-LEVY and BRIAN STERNTHAL, August 1993, 359–68.

Associations to a contextual cue were contrasted with those of an advertised object when the cognitive resources devoted to message processing were substantial and when the categories to which the contextual cue and the advertised object belonged displayed low overlap. The absence of either of these factors prompted assimilation. A two-factor theory is offered to explain these outcomes.

When Persuasion Goes Undetected: The Case of Comparative Advertising, RANDALL L. ROSE, PAUL W. MINIARD, MICHAEL J. BARONE, KENNETH C. MANNING, and BRIAN D. TILL, August 1993, 315–30.
See "Measurement"

BRAND EVALUATION AND CHOICE

Antecedents of the Attraction Effect: An Information-Processing Approach, SANJAY MISHRA, U.N. UMESH, and DONALD E. STEM, JR., August 1993, 331–49.
See "Consumer Behavior"

A Bayesian Approach to Estimating Household Parameters, PETER E. ROSSI and GREG M. ALLENBY, May 1993, 171–82.
See "Market Analysis and Response"

Capturing Individual Differences in Paired Comparisons: An Extended BTL Model Incorporating Descriptor Variables, WILLIAM R. DILLON, AJITH KUMAR, and MELINDA SMITH de BORRERO, February 1993, 42–51.
See "Measurement"

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.
See "Survey Design"

The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice, JOEL HUBER, DICK R. WITTINK, JOHN A. FIEDLER, and RICHARD MILLER, February 1993, 105–114.
See "Measurement"

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.
See "Market Analysis and Response"

Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective, MITA SUJAN, JAMES R. BETTMAN, and HANS BAUMGARTNER, November 1993, 422–36.
See "Consumer Behavior"

A Probabilistic Approach to Pricing a Bundle of Products or Services, R. VENKATESH and VIJAY MAHAJAN, November 1993, 494–508.
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When Persuasion Goes Undetected: The Case of Comparative Advertising, RANDALL L. ROSE, PAUL W. MINIARD, MICHAEL J. BARONE, KENNETH C. MANNING, and BRIAN D. TILL, August 1993, 315–30.

See "Measurement"

BUSINESS-TO-BUSINESS MARKETING

The Nature of Organizational Search in High Technology Markets, ALLEN M. WEISS and JAN B. HEIDE, May 1993, 220–33.

Previous research on buyer behavior in high technology markets has focused on specific outcomes (product adoption or rejection) as opposed to buyers' underlying processes. The authors identify key dimensions of high technology markets and draw on organization theory and information economics to develop hypotheses about their effects on organizational buyers' search behavior. They also present propositions about how certain aspects of a firm's present buying situation may influence its perceptions of the characteristics of a given market. An empirical test of the propositions in a sample of computer workstation purchases shows good support for the hypothesized relationships.

CHANNELS OF DISTRIBUTION

Negotiation Strategies and the Nature of Channel Relationships, SHANKAR GANESAN, May 1993, 183–203.

In recent years, retailers have placed greater emphasis on developing long-term relationships to obtain sustainable benefits on issues such as product quality, price, and markdown allowances. The author examines the impact of situational factors such as the time orientation of a relationship and the importance of the issues to be resolved on the use of various negotiation strategies (problem solving, compromise, and aggressive) in channel relationships. He also investigates the impact of different strategies on channel member outcomes and satisfaction. The data used to test the model were obtained in a mail survey of 124 retail buyers in six regional department store chains. The study results indicate that when retailers are long-term oriented, problem-solving and passive aggressive strategies are used for resolving conflicts on major issues. The use of problem-solving strategy to resolve major conflicts resulted in higher outcomes and greater satisfaction than either compromise negotiation strategies by retailers to resolve conflicts on important and relatively unimportant issues.

CONSUMER BEHAVIOR

Antecedents of the Attraction Effect: An Information-Processing Approach, SANJAY MISHRA, U.N. UMESH, and DONALD E. STEM, JR., August 1993, 331–49.

Many researchers have demonstrated the existence of an attraction effect that increases the choice probability of an existing "target" brand by the introduction of a relatively inferior "decoy" brand. This study develops a causal model that links antecedent variables with the attraction effect. We find that the attraction effect is explained to a considerable extent by changes in the following seven variables: (1) information relevance or stimulus meaningfulness, (2) product class knowledge, (3) task involvement, (4) perceived similarity between decoy and target, (5) relative brand preference, (6) share captured by decoy brand, and (7) perceived decoy popularity. The overall results were consistent across product classes studied, which included beer, cars, and TV sets. The popularity explanation for attraction effect, alluded to by Huber, Payne, and Puto (1982), was tested and found to hold true.

A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions, WILLIAM BOULDING, AJAY KALRA, RICHARD STAELIN, and VALARIE A. ZEITHAML, February 1993, 7–27.

See "Customer Service"

Electronic Information Systems for Consumers: An Evaluation of Computer-Assisted Formats in Multiple Decision Environments, ROBERT E. WIDING II and W. WAYNE TALARZYK, May 1993, 125–41.

The performance of three formats in three choice sets was studied. In choice sets with negatively correlated attributes, the computer-assisted LINEAR format led to superior decisions in comparison with a computer-assisted CUTOFF format and a simple RANDOM-order format. Decision quality, however, was high and the same across the formats in a choice set with non-negatively correlated attributes. The LINEAR format was highly regarded by subjects, resulted in timely decisions, and is recommended on the basis of its performance in the study.

How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value, MANJIT S. YADAV and KENT B. MONROE, August 1993, 350–8.

See "Pricing"

How Consumers Allocate Their Time When Searching for Information, R. HAUSER, GLEN L. URBAN, and BRUCE WEINBERG, November 1993, 452–66.

See "New Product Development and Launch"

Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective, MITA SUJAN, JAMES R. BETTMAN, and HANS BAUMGARTNER, November 1993, 422–36.

The authors investigate the affective nature of autobiographical memories and the conditions and mechanisms leading to transfer of this affect to ad and brand judgments. They find that when ads encourage the retrieval of autobiographical memories there is a higher level of felt affect and reduced processing of product attributes. Furthermore, this generally positive affect is readily transferred to the ad, thus enhancing ad evaluations. However, the extent of transfer of autobiographical affect to the brand depends on forging a link in the ad between the brand and the personal memory, as Study 1 demonstrates. Study 2 shows that when autobiographical memories are encouraged, brand evaluations are no different given strong versus weak product arguments, further evidence that brand evaluations are not based on an analysis of product claims when such memories are evoked. Study 2 also provides evidence for the dominance of affective inputs into brand judgments when both autobiographical affect and product arguments are relatively accessible from memory.

Integrating Information From Advertising and Trial: Processes and Effects on Consumer Response to Product Information, ROBERT E. SMITH, May 1993, 204–19.

Information integration theory and the integrated information response model are used to explore how consumers combine information from advertising and trial. Also investigated is the ability of attitude toward the ad to mediate advertising's effects on brand cognitions and brand attitudes after trial. An experiment is conducted in which three independent variables are manipulated: the information source (ad only, trial only, and ad plus trial), information sequence (ad/trial and trial/ad), and favorability of trial (positive and negative). Results show that (1) advertising can lessen the negative effects of an unfavorable trial experience on brand evaluations, especially when the ad is processed first, (2) when negative trial precedes exposure to advertising, cognitive evaluations of the ad are more negative, (3) the ability of ad attitudes to influence brand cognitions and brand attitudes is significantly reduced

after trial, and (4) the ability of brand cognitions to influence brand attitudes is significantly increased after trial. Implications for advertising research and practice are discussed.

Price Perceptions and Consumer Shopping Behavior: A Field Study, DONALD R. LICHTENSTEIN, NANCY M. RIDGWAY, and RICHARD G. NETEMEYER, May 1993, 234–45.
See "Pricing"

A Probabilistic Approach to Pricing a Bundle of Products or Services, R. VENKATESH and VIJAY MAHAJAN, November 1993, 494–508.
See "Pricing"

A Two-Factor Explanation of Assimilation and Contrast Effects, JOAN MEYERS-LEVY and BRIAN STERNTHAL, August 1993, 359–68.
See "Advertising and Media"

CUSTOMER SERVICE

Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions, WILLIAM BOULDING, AJAY KALRA, RICHARD STAELIN, and VALARIE A. ZEITHAML, February 1993, 7–27.

Relying on a Bayesian-like framework, the authors develop a behavioral process model of perceived service quality. Perceptions of the dimensions of service quality are viewed to be a function of a customer's prior expectations of what will and what should transpire during a service encounter, as well as the customer's most recent contact with the service delivery system. These perceptions of quality dimensions form the basis for a person's overall quality perception, which in turn predicts the person's intended behaviors. The authors first test this model with data from a longitudinal laboratory experiment. Then they develop a method for estimating the model with one-time survey data, and reestimate the model using such data collected in a field study. Empirical findings from the two tests of the model indicate, among other things, that the two different types of expectations have opposing effects on perceptions of service quality and that service quality perceptions positively affect intended behaviors.

EDITORIALS

The Future of Research in Marketing: Marketing Science, FRANK M. BASS, February 1993, 1–6.

This February 1993 issue begins the 30th Anniversary volume of the Journal of Marketing Research. The academic marketing discipline, as reflected in the articles published in JMR, has certainly changed dramatically over this time period. To reflect on these changes and generate discussion about the future directions for marketing research, I have asked several marketing scholars to prepare guest editorials.

It is fitting that Frank Bass write the first of these guest editorials. Professor Bass is a former editor of the JMR and a recipient of the William O'Dell Award for the best paper published in JMR, the Paul D. Converse Award for outstanding contributions to marketing science and theory, and the Richard D. Irwin/American Marketing Association Distinguished Marketing Educator Award. In addition to his research published in the leading marketing and management science journals, Professor Bass has made significant contributions through his former doctoral students who are professors in leading management schools across the world.—Barton A. Weitz, Editor

Marketing Science in a Changing Environment, ALVIN J. SILK, November 1993, 401–04.

Reflections on "Impact of Sales Promotions on When, What, and How Much to Buy," SUNIL GUPTA, November 1993, 522–4.

The author reflects on the research process, the review process, and the past and future research related to his 1988 article, which won the 1993 O'Dell award.

ETHICS

Organizational Consequences, Marketing Ethics, and Salesforce Supervision, SHELBY D. HUNT and ARTURO Z. VASQUEZ-PARRAGA, February 1993, 78–90.

Using an experimental design, the authors explore organizational consequences and ethical issues in salesforce supervision. The findings suggest that managers' decisions to either discipline or reward the behavior of salespeople are guided primarily by the inherent rightness or wrongness of the salespeople's behaviors (deontological considerations) and only secondarily by the consequences of the behaviors on the organization (teleological factors). The results have implications for salesforce supervision, the P-utility maximization thesis, Etzioni's moderate deontology, and the Hunt-Vitell theory of ethics.

FORECASTING

Nonstationary Conditional Trend Analysis: An Application to Scanner Panel Data, PETER J. LENK, AMBAR G. RAO, and VIKAS TIBREWALA, August 1993, 288–304.

Planning and evaluating consumer promotions is facilitated by knowledge of the types of consumers who contribute to incremental sales. In particular, interest may focus on identifying the contributions of buyers segmented on the basis of their prior purchase history. When the distribution of the number of purchase occasions in a base period can be described by the negative binomial distribution (NBD), conditional trend analysis (CTA) is a simple and effective approach for identifying the sources of incremental sales during a test (promotional) period. As currently implemented, CTA assumes a stationary marketing environment. The authors propose an extension of CTA that explicitly incorporates varying marketing activities. They also show that the often observed underprediction of purchases in the test period by nonbuyers in the base period is a consequence of the skewness of the NBD and is not necessarily due to model misspecification. An illustration with scanner panel data is provided.

MANAGERIAL JUDGMENT AND DECISION AIDS

Nonstationary Conditional Trend Analysis: An Application to Scanner Panel Data, PETER J. LENK, AMBAR G. RAO, and VIKAS TIBREWALA, August 1993, 288–304.
See "Forecasting"

MARKET ANALYSIS AND RESPONSE

A Bayesian Approach to Estimating Household Parameters, PETER E. ROSSI and GREG M. ALLENBY, May 1993, 171–82.

The authors present a Bayesian approach to the estimation of household parameters. Applied to the standard logit model, the procedure produces household-level estimates of all model parameters, enabling researchers to identify differences in household reaction to all variables in the marketing mix. Simulated data are used to study the small-sample performance of the estimator. The estimator can be easily implemented with standard algorithms used to maximize likelihood functions. In application to tuna scanner panel data, strong evidence of heterogeneity in price, display, and feature response (slope) parameters is detected. Approaches that fail to take into account slope heterogeneity are shown to underestimate the value of feature advertising and in-store displays in this dataset. In

addition, the household price sensitivity estimates are stongly related to coupon usage and demonstrate how the estimates can be used to implement a targeted household drop.

Equity Estimation and Assessing Market Response, ALBERT R. WILDT, November 1993, 437–51.

See "Statistical Methods"

Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing, PETER S. FADER and DAVID C. SCHMITTLEIN, November 1993, 478–93.

Small market-share brands are known to suffer from two specific disadvantages compared with high-share brands: they tend to have fewer buyers than high-share brands, and they also tend to be bought less often (Ehrenberg, Goodhardt, and Barwise 1990). The authors consider a third important advantage for high-share brands: *unusually high behavioral loyalty* (e.g., degree of repeat purchasing). We show, across many product-markets in both Japan and the U.S., that high-share brands have significantly greater loyalty than the levels that would be expected on the basis of a popular consumer purchase model (the Dirichlet model). Several possible causes for this effect are examined, including four key assumptions that underlie the Dirichlet model. The most likely source appears to be the existence of distinct consumer segments, which may emerge through the distribution strategies pursued by both large brands and small retailers. The authors discuss other possible causes of this market-share premium as well as several of its managerial implications.

How Consumers Allocate Their Time When Searching for Information, R. HAUSER, GLEN L. URBAN, and BRUCE WEINBERG, November 1993, 452–66.

See "New Product Development and Launch"

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.

In this paper, the authors introduce a "latent segment logit" (LSL) model that allows the identification of latent market segments when only macro-level time-series data (e.g., market share or sales, not individual choices) are available. The proposed model provides a paramorphic representation of market structure, based on the notion that "structure" implies heterogeneity in preferences and/or response to marketing mix elements. It assumes that independence of irrelevant alternatives (IIA) holds within latent segments. Estimates for segment characteristics (including size, brand preferences, and sensitivity to marketing mix variables) are obtained by applying the model to aggregated longitudinal panel data. Validation tests are conducted on both the aggregated and disaggregated panel data. Aggregate validation demonstrates that the model is superior to standard market share models in terms of calibration and predictive fit. Disaggregated validation demonstrates that the latent segments recovered by the model account for much of the variation across household purchase histories, even though these data were not utilized in the estimation.

Log-Linear Trees: Models of Market Structure in Brand Switching Data, THOMAS P. NOVAK, August 1993, 267–87.

See "Statistical Methods"

The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models, JOFFRE SWAIT and JORDAN LOUVIERE, August 1993, 305–14.

See "Statistical Methods"

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.

The authors develop a theoretical framework of the fashion process and a mathematical model of that framework. Basic constructs related to an individual's motivations for adopting fashions are extracted from the fashion literature and related to the individual's fashion decision process. The individual-level model is then integrated into a societal-level framework that can be represented as a system of difference equations. The parameters of the system represent static interpersonal influence networks. The general solution for the system of difference equations is presented and the dynamic implications of several interpersonal influence patterns assumed in previous research are derived mathematically.

MEASUREMENT

Capturing Individual Differences in Paired Comparisons: An Extended BTL Model Incorporating Descriptor Variables, WILLIAM R. DILLON, AJITH KUMAR, and MELINDA SMITH de BORRERO, February 1993, 42–51.

The method of paired comparisons addresses the problem of determining the scale values of a set of stimuli on a preference continuum that is not directly observable. The conventional approach in analyzing paired comparisons is to view all individuals as homogeneous and estimate a single vector of scale values for the stimuli. The authors describe an extended BTL model, a similtaneous segmentation and estimation procedure for paired comparisons that can also accommodate descriptor variables, if available. The procedure extends methods for analyzing paired comparisons in two important ways. First, recognizing that individuals may be heterogeneous in their preference structure, the model attempts to group individuals into segments, where individuals belonging to the same segment can be characterized adequately by a segment-specific set of scale values. Second, the model allows descriptor variables to be incorporated into the analysis. Though incorporating descriptor variables in the analysis of paired comparisons entails some additional estimation issues, the ability to calibrate stimulus scale values for different market segments and to understand the potential reasons why the relative locations of the stimuli as perceived by persons making the judgments vary according to the latent segment to which an individual belongs appears to be an extremely useful feature of the proposed method.

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.

See "Survey Design"

The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice, JOEL HUBER, DICK R. WITTINK, JOHN A. FIEDLER, and RICHARD MILLER, February 1993, 105–114.

In a large-scale national study, the authors evaluated the effectiveness of several preference elicitation techniques for predicting choices. The criteria for accuracy included both individual hit rates and a new measure, the mean absolute error predicting aggregate share using a logit choice simulator. The central finding is that hybrid models combining information from different preference elicitation tasks consistently outperform models based on one task. For example, ACA, a method that combines a self-explicated prior with relative preference measures on pairs, predicts choices better than full-profile conjoint when warmup tasks are lacking. However, there is no difference between teh models if ACA's prior is combined with the full-profile information. Further, the most accurate method combines data from all three sources, suggesting that each preference elicitation technique taps a different aspect of the choice process in the validation task. Finally, full-profile conjoint is found to be significantly more accurate after rather than before, other preference elicitation tasks, implying that its performance can be improved with warmup exercises.

Electronic Information Systems for Consumers: An Evaluation of Computer-Assisted Formats in Multiple Decision Environments, ROBERT E. WIDING II and W. WAYNE TALARZYK, May 1993, 125–41.

See "Consumer Behavior"

A Measure of Market Orientation, AJAY K. KOHLI, BERNARD J. JAWORSKI, and AJITH KUMAR, November 1993, 467–77.

In recent years, academic and practitioner interest has focused on market orientation and factors that engender this orientation in organizations. However, much less attention has been devoted to developing a valid measure of market orientation. Here we define market orientation as the organizationwide generation of market intelligence pertaining to current and future needs of customers, dissemination of intelligence horizontally and vertically within the organization, and organizationwide action or responsiveness to market intelligence. The authors describe a procedure to develop a measure of the construct. Key features of the research methodology include several rounds of pretesting, a single-informant assessment, and a multi-informant (both marketing and nonmarketing executives) replication and extension. The multi-informant results indicate that the proposed market orientation scale may be best represented by factor structure that includes one general market orientation factor, one factor for intelligence generation, one factor for dissemination and responsiveness, one marketing informant factor, and one nonmarketing informant factor. Taking into account the informant factors, the subsequent validation tests are moderately supportive of the market orientation construct. The authors discuss methodological, substantive, and application directions for future research in light of these findings.

When Persuasion Goes Undetected: The Case of Comparative Advertising, RANDALL L. ROSE, PAUL W. MINIARD, MICHAEL J. BARONE, KENNETH C. MANNING, and BRIAN D. TILL, August 1993, 315–30.

Why does the weight of current empirical evidence indicate little difference in the persuasiveness of comparative and noncomparative advertising? One explanation explored in this research is that the measures commonly used for assessing the persuasive impact of comparative advertising are limited in their ability to capture the unique effects that may arise from this type of advertising. Measures that capture relative impressions of the advertised and comparison brands are found to be far more sensitive in detecting persuasion effects of comparative advertising. Moreover, the appropriateness of different types of relative measures is shown to depend on the correspondence between the encoding frame adopted during ad processing and the measure's response frame.

NEW PRODUCT DEVELOPMENT AND LAUNCH

How Consumers Allocate Their Time When Searching for Information, R. HAUSER, GLEN L. URBAN, and BRUCE WEINBERG, November 1993, 452–66.

The authors assume consumers maximize value subject to a constraint on their time. The value of positive information is the increase in the expected utility of the consideration set; the value of negative information is the utility of choosing on the basis of the information versus the utility of a potentially erroneous decision without information. They examine four rules consumers use to select the order in which to visit sources. They use a multimedia computer laboratory, which allows consumers free choice among showroom visits, word-of-mouth interviews, magazine articles, and advertising for a new automobile. They estimate source value, compare predictions of time allocations to actual allocations, examine the impact of time constraints on the use of negative information, and calculate the relative performance of the source-order decision rules. They close with suggestions for experiments.

Marketing's Limited Role in New Product Development in One Computer Systems Firm, JOHN P. WORKMAN, JR., November 1993, 405–21.

The marketing literature has traditionally assumed that people in marketing and sales play a central role in product development activities. Though recent work has recognized that marketing may be less central in high-tech firms, there has been little empirical examination of the role marketing does play in these situations. This article, based on nine months of participant observation in a computer systems firm, first provides an overview of the product development process and then describes impediments that prevent marketing groups from exerting greater control over product development decisions. The author then turns to ways in which marketing groups work within these constraints, exerting their influence through informal networks, coalition building to champion specific projects in engineering, and going to the external market to "complete the product" for their respective market segments. He concludes by assessing the implications for research in high-tech firms and considering managerial implications.

Pioneer Advantage: Marketing Logic or Marketing Legend? PETER N. GOLDER and GERARD J. TELLIS, May 1993, 158–70.

Several studies have shown that pioneers have long-lived market share advantages and are likely to be market leaders in their product categories. However, that research has potential limitations: the reliance on a few established databases, the exclusion of nonsurvivors, and the use of single-informant self-reports for data collection. The authors of this study use an alternate method, historical analysis, to avoid these limitations. Approximately 500 brands in 50 product categories are analyzed. The results show that almost half of market pioneers fail and their mean market share is much lower than that found in other studies. Also, early market leaders have much greater long-term success and enter an average of 13 years after pioneers.

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.

See "Market Analysis and Response"

PRICING

How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value, MANJIT S. YADAV and KENT B. MONROE, August 1993, 350–8.

Although bundling, the selling of two or more products and/or services at a single price, has a history of economic research, marketing-oriented investigation have appeared only recently. This paper examines buyers' perceptions of overall savings when they evaluate a bundle offer. Such perceptions of overall bundle savings may consist of two separate perceptions of savings, each with a different relative influence: (1) perceived savings on the individual items if purchased separately and (2) perceived additional savings on the bundle. Results of an experiment indicate that additional savings offered directly on the bundle have a greater relative impact on buyers' perceptions of transaction value than savings offered on the bundle's individual items. The effect of each saving is also influenced by the magnitude of the other saving.

Price Perceptions and Consumer Shopping Behavior: A Field Study, DONALD R. LICHTENSTEIN, NANCY M. RIDGWAY, and RICHARD G. NETEMEYER, May 1993, 234–45.

Seven price-related constructs—five consistent with a perception of price in its "negative role" and two consistent with a perception of price in its "positive role"—are used as independent variables to predict marketplace responses/behaviors in five domains: price search, generic product purchases, price recall, sale responsiveness, and coupon redemption. The price-related constructs explain a significant amount of variance in all five domains, providing evidence of predictive validity. Results of a higher order factor analysis are also reported, which provide some support for the positive-negative perception of price taxonomy.

A Probabilistic Approach to Pricing a Bundle of Products or Services, R. VENKATESH and VIJAY MAHAJAN, November 1993, 494–508.

The authors propose a probabilistic approach to optimally price a bundle of products or services that maximizes seller's profits. Their focus is on situations in which consumer decision making is on the basis of multiple criteria. For model development and empirical investigation they consider a season ticket bundle for a series of entertainment performances such as sports games and music/dance concerts. In this case, they assume consumer purchase decisions to be a function of two independent resource dimensions, namely, available time to attend performances and reservation price per performance. Using this information, the model suggests the optimal prices of the bundle and/or components (individual performances), and corresponding maximum profits under three alternative strategies: (a) pure components (each performance is priced and offered separately), (b) pure bundling (the performances are priced and offered only as a bundle), and (c) mixed bundling (both the bundle and the individual performances are priced and offered separately). They apply their model to price a planned series of music/dance performances. Results indicate that a mixed bundling strategy is more profitable than pure components or pure bundling strategies provided the relative prices of the bundle and components are carefully chosen. Limitations and possible extensions of the model are discussed.

PROMOTION

Integrating Information From Advertising and Trial: Processes and Effects on Consumer Response to Product Information, ROBERT E. SMITH, May 1993, 204–19.

See "Consumer Behavior"

SALESFORCE MANAGEMENT

Antecedents and Consequences of Salesperson Job Satisfaction: Meta-Analysis and Assessment of Causal Effects, STEVEN P. BROWN and ROBERT A. PETERSON, February 1993, 63–77.

A three-phase quantitative investigation of relationships involving salesperson job satisfaction was undertaken. First, the strength, valence, and consistency of pairwise relationships were assessed by means of a meta-analysis. Second, methodological characteristics coded as moderator variables were used to account for variability in study effects. Finally, weighted mean correlations resulting from the analysis of pairwise relationships were used to evaluate a causal model of antecedents and consequences of job satisfaction. In general, relationships involving job satisfaction were robust across study contexts. Systematic moderating effects of type of salesforce and operationalization of job satisfaction were found. Several summary conclusions about antecedents and consequences of salesperson job satisfaction are drawn from the analyses.

The Motivational Impact of Sales Quotas on Effort, JHINUK CHOWDHURY, February 1993, 28–41.

A conceptual framework is presented that resolves some of the conflicts and inconsistencies in the various paradigms pertaining to goal setting. Hypotheses about the impact of quota level, expectancy, and self-efficacy on motivation are developed and tested in a laboratory experiment in which the subjects assume the role of salespersons and negotiate with opponents whose roles are simulated by a custom-designed computer program. The results indicate that as quota level is increased, effort increases only up to a point, after which increases in the level of the quota may actually decrease effort. Additionally, the impact of increased quota levels is stronger for subjects who are high in self-efficacy than for subjects who are levels is stronger for subjects who are high in self-efficacy than for subjects who are low in self-efficacy. Finally, information about the level of task difficulty also influences the motivation to expend effort at the task.

Organizational Consequences, Marketing Ethics, and Salesforce Supervision, SHELBY D. HUNT and ARTURO Z. VASQUEZ-PARRAGA, February 1993, 78–90.

See "Ethics"

STATISTICAL METHODS

Equity Estimation and Assessing Market Response, ALBERT R. WILDT, November 1993, 437–51.

Equity estimation has been proposed as a possibly superior technique for estimating market response functions in the presence of high predictor-variable collinearity. The relative performance of equity, ridge, and ordinary least squares (OLS) estimators is examined using simulation experiments. In part, findings are consistent with prior research and indicate that, under certain conditions, equity outperforms OLS and ridge on a number of important criteria, and equity yields coefficient estimates that assign more equal explanatory weight to correlated predictor variables than does OLS or ridge. As collinearity increases, this tendency becomes very pronounced, to the point where equity yields estimated standardized coefficients more equal in magnitude irrespective of other conditions, such as true coefficient values and model explanatory power.

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.

See "Market Analysis and Response"

Log-Linear Trees: Models of Market Structure in Brand Switching Data, THOMAS P. NOVAK, August 1993, 267–87.

Log-linear trees restrict the log-linear model of quasi-symmetry so that parameters are interpretable as arc lengths in an additive tree. The tree representation can be interpreted further in terms of consumer heterogeneity, affording a dual interpretation in terms of both market structure and opportunities for market segmentation.

Meta-Analysis With Heteroscedastic Effects, MURALI CHANDRASHEKARAN and BETH A. WALKER, May 1993, 246–55.

To enhance the utility of meta-analysis as an integrative tool for marketing research, heteroscedastic MLE (HMLE), a maximum-likelihood-based estimation procedure, is proposed as a method that overcomes heteroscedasticity, a problem known to impair OLS estimates and threaten the validity of meta-analytic findings. The results of a Monte Carlo simulation experiment reveal that, under a wide range of heteroscedastic conditions, HMLE is more efficient and powerful than OLS and achieves these performance advantages without inflating type I error. Further, the relative performance of HMLE increases as heteroscedasticity becomes more severe. An empirical analysis of a meta-analytic dataset in marketing confirmed and extended these findings by illustrating how the enhanced efficiency and power of HMLE inporve the ability to detect moderator variables and by demonstrating how the theoretical gener-

alizations emerging from a meta-analysis are affected by the choice of the analytic procedure.

The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models, JOFFRE SWAIT and JORDAN LOUVIERE, August 1993, 305–14.

Multinomial logit (MNL) models are widely used in marketing research to analyze choice data, but it is not generally recognized that the unit of the utility scale in a MNL model is inversely related to the error variance. This means that, for instance, parameters of two identical utility specifications estimated from different data sources with unequal variances will necessarily differ in magnitude, even if the true model parameters that generated the utilities are identical in both sets. Despite a growing number of papers that compare MNL coefficients, no examples of appropriate tests of the joint and separate hypotheses of scale and parameter equality in MNL models exist in the marketing literature. The purpose of this paper is to address the proper procedure for MNL parameter comparisons between different data sets and to propose a simple relative scaling test that can be implemented with standard MNL estimation software. Several examples are given to illustrate the approach.

Semiparametric Versus Parametric Classification Models: An Application to Direct Marketing, JAN ROELF BULT, August 1993, 380–90.

In this paper we are concerned with estimation of a classification model using semiparametric and parametric methods. Benefits and limitations of semiparametric models in general, and of Manski's maximum score method in particular, are discussed. The maximum score method yields consistent estimates under very weak distributional assumptions. The maximum score method can very easily be used in situations where it is more serious to make one kind of classification error than another. In this paper, we use a so-called threshold-crossing model to discriminate between credit card holders and nonholders. The estimated parameters of the logit model differ significantly from the estimates of maximum score. Given an asymmetric loss function, maximum score performs better than the logit model.

STRATEGY AND PLANNING

Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing, PETER S. FADER and DAVID C. SCHMITTLEIN, November 1993, 478–93.

See "Market Analysis and Response"

Marketing in Turbulent Environments: Decision Processes and the Time-Sensitivity of Information, RASHI GLAZER and ALLEN M. WEISS, November 1993, 509–21.

The authors study the relationship among information processing, marketing decisions, and performance in turbulent markets—i.e., markets in which the time-sensitivity of information is a major factor in decision making. Drawing on both organizational contigency theory and individual behavioral decision research, the authors suggest that successful performance depends on the congruence between the level of marketplace turbulence and the information-processing style and associated decisions adopted. They focus by way of example on the decision processes embodied in formal planning procedures. Using the results from an experiment conducted with a strategic marketing simulation game, they show that "planning" leads both to an underweighting of the time-sensitivity of marketplace information and toward a bias in favor of certain marketing decisions over others—decisions that, in this case, result in inferior performance in turbulent markets when compared with that of decison-makers not engaged in formal planning. We discuss the implications of the findings for managerial behavior in turbulent markets.

A Measure of Market Orientation, AJAY K. KOHLI, BERNARD J. JAWORSKI, and AJITH KUMAR, November 1993, 467–77.

See "Measurement"

Pioneer Advantage: Marketing Logic or Marketing Legend? PETER N. GOLDER and GERARD J. TELLIS, May 1993, 158–70.

See "New Product Development and Launch"

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.

See "Market Analysis and Response"

SURVEY DESIGN

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.

The author examines how rating a brand on specific attributes early in a survey affects responses to a later overall brand evaluation. Specifically, she investigates the conditions under which respondents' answers to a brand evaluation are likely to be consistent with a previous attribute rating (carryover effect) versus inconsistent (backfire effect). In a laboratory experiment, the occurrence of carryover and backfire was related to the respondent's level of subjective product knowledge and teh diagnosticity of the attribute rating for the brand evaluation. Implications of these findings for questionnaire design and measurement of consumers' attitudes are discussed.

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